

Remarks

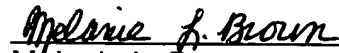
Claims 21-39 were rejected under 35 USC §102(b) as being anticipated by WO 00/03609 ('609 Publication). Applicant respectfully disagrees with the Examiner for the following reasons.

The '609 Publication teaches that lamellar substrates, coated with titanium dioxide and/or iron oxide, are suitable for the optical improvement of food and pharmaceutical products. The '609 Publication teaches that these titanium dioxide and/or iron oxide coated lamellar substrates may be mixed with a further pigment such as uncoated SiO₂ or TiO₂. All of the Examples in the '609 Publication are directed to TiO₂ or Fe₃O₄ coated mica, TiO₂/Fe₃O₄ coated mica, or mixtures thereof. However, the '609 Publication has no teachings that uncoated SiO₂ or TiO₂ alone may be suitable for the optical improvement of food and pharmaceuticals.

In contrast as described on page 2 of the present application, platy TiO₂ pigments are titanium dioxide platelets which exhibit interference colors but are not deposited on a substrate. These pigments have a laminar structure. Page 2, lines 12-15 define platy TiO₂ interference pigment as consisting of smooth platelets of TiO₂ having a high aspect ratio and controlled thickness. Examples 1-7 and 10-12 of the present application used platy TiO₂, platy BiOCl, platy guanine, or platy iron oxide and showed a resulting pearlescent appearance.

As such, Applicant respectfully requests withdrawal of this rejection.

Respectfully submitted,



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